

**Agenda
Arts & Culture Commission
September 22, 2020**

**Agenda Item #3D
Other Business**

**Discussion Re:
Lebanon Artways
branding project**

Lebanon Arts & Culture Commission

Lebanon Artways branding project

Overview

The Lebanon Arts and Culture Commission is seeking a graphic treatment for the wordmark "Lebanon Artways." The goal of the Commission, and the reason behind this project, is for the graphic treatment of the Lebanon Artways wordmark to be a branded, iconic, and instantly recognizable visual cue to the work commission is doing to bring art to the community, support local artists and art organizations, and enrich the lives of City residents and visitors.

Background

The Lebanon Arts and Culture Commission was established at the end of 2018 for the purposes of:

1. Promoting arts and cultural activities throughout all three wards of the City of Lebanon;
2. Cultivating relationships, activities and opportunities to grow Lebanon's cultural economy;
3. Supporting the development of public-private partnerships that enhance the quality of life and economic vitality in Lebanon;
4. Establishing policies for consideration and adoption by the Lebanon City Council for the integration of arts into all municipal buildings, structures, and spaces;
5. Establishing policies for consideration and adoption by the Lebanon City Council defining prospective spaces for, forms of, and processes for the adoption of public art in Lebanon.

The members of the Commission felt the name was unwieldy and, in essence, created "Lebanon Artways" as a d/b/a to brand output, projects, support and partnerships provided by the Commission.

Communication goals/list of key ideas to express through design

List of adjectives/phrases for creative direction:

- Energetic
- Connections
- Family friendly
- Supportive
- Creating a path to the arts
- Inclusive (of performing and visual arts)
- Encouraging (new experiences)

- Made in Lebanon
- Crossroads of New England
- Rural life with big city cultural opportunities

Variation

The Commission is seeking to strike a balance between being an official City of Lebanon Commission with the realization that when spoken or used in social media and hashtags, “Lebanon” is often shortened to “Leb.” Thus, the commission plans to secure social media accounts under “Lebanon Artways” and “Leb Artways” and will take an evolutionary approach to the hashtags #LebArtways and #LebanonArtways. Any graphic treatment needs to be able to accommodate either the “Lebanon Artways” or “Leb Artways” approach.

Tag line

In addition to the wordmark, graphic treatment should provide for a tagline use case. The tagline could vary. Initially to build brand awareness that Lebanon Artways is a part of the City government, it may be “Lebanon Arts and Culture Commission.” The tagline may be used to reflect the goals of the Commission, and may evolve to a phrase such as “Creating a path to the arts.”

Intended audiences and uses

The work of the Commission is intended to touch arts creators and arts consumers throughout the City. The Commission itself does not create content; it seeks to connect the individuals and organizations that do with the residents and visitors who are both active and passive consumers. Active consumers are those who seek out arts experiences -- through performances, exhibits, classes, purchases; Passive consumers of the wordmark are those who see it in the normal course of their day on posters, farmer’s market banners, signs, community boards, etc.

Current Commission projects that would use the Lebanon Artworks wordmark include:

- Glen Road Skatepark sign
- Wall of the downtown Rail to Trail tunnel
- City Fountain winter coverup panels
- Electric car charging station
- Traffic circle artwork
- Dedicated gallery space in City Hall

Deliverables

The workmark design should render from very small (favicon.ico 32x32 pixels) to very large, for example on a banner at the Farmer's market or craft fair.

Please provide (1 color or spot color where needed, i.e., screen printing; RGB or CYMK where appropriate)

- Favicon.ico
- Social media profile version, circular
- Digital for City website, newsletters, etc.
- Letterhead
- Print versions, horizontal and vertical and how that would look in average ¼ page, ½ page and full-page magazine advert placement
- Signage/environmental for large-scale use such as table covers, utility pole banners, tent awnings, or Farmers Market banner

Work for hire

All creative output for this project is deemed work for hire and becomes the sole, exclusive and complete property of the City of Lebanon, New Hampshire.

Question session

The Commission will hold an online Zoom meeting with selected designers to answer any questions about the wordmark design or selection process.